

CONTRACT

WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 843390 /		<u>Alt Order #</u> 6400180
<u>Product</u> Americian Crossroads		
<u>Contract Dates</u> 10/31/12 - 11/05/12	<u>Estimate #</u> 1325	
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	10/31/12	11/02/12	WAVE Sunrise I (5-5:30am)	5-5:30am		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$100.00			
N 2	WAVE	10/31/12	11/05/12	WAVE Sunrise II (5:30-6am)	530-6am		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--W-F--				2	\$175.00			
	Week:	11/05/12	11/11/12	M-----				1	\$175.00			
N 3	WAVE	11/01/12	11/05/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---TF--				2	\$350.00			
	Week:	11/05/12	11/11/12	M-----				1	\$350.00			
N 4	WAVE	10/31/12	11/05/12	NBC Today Show	7-9am		:30			NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$425.00			
	Week:	11/05/12	11/11/12	M-----				1	\$425.00			
N 5	WAVE	10/31/12	11/05/12	NBC Today Show II 9-10AM	9-10am		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				5	\$240.00			
	Week:	11/05/12	11/11/12	M-----				1	\$240.00			
N 6	WAVE	10/31/12	11/05/12	Today Show 3 10-11am	Today Show 3 10-1		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$150.00			
	Week:	11/05/12	11/11/12	M-----				1	\$150.00			
N 7	WAVE	10/31/12	11/02/12	America Now 1130am-12pm	1130am-12pm		:30			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$90.00			
N 8	WAVE	10/31/12	11/05/12	WAVE 3 Listens 12pm	12-1pm		:30			NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$90.00			
	Week:	11/05/12	11/11/12	M-----				1	\$90.00			
N 9	WAVE	10/31/12	11/05/12	Days of Our Lives-WAVE	1-2P		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WT---				2	\$225.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 843390 /		<u>Alt Order #</u> 6400180
<u>Contract Dates</u> 10/31/12 - 11/05/12	<u>Product</u> Americian Crossroads	<u>Estimate #</u> 1325
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00			
N 10	WAVE	10/31/12	11/05/12	Extra 230-3p	2-3p		:30			NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$90.00			
Week:		11/05/12	11/11/12	M-----				1	\$90.00			
N 11	WAVE	10/31/12	11/02/12	4-5pm (Mon-Fri)	4-5pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$300.00			
N 12	WAVE	10/31/12	11/05/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$450.00			
Week:		11/05/12	11/11/12	M-----				1	\$450.00			
N 13	WAVE	10/31/12	11/05/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$500.00			
Week:		11/05/12	11/11/12	M-----				1	\$500.00			
N 14	WAVE	10/31/12	11/05/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$600.00			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
N 15	WAVE	10/31/12	11/05/12	NBC Nightly News	NBC Nightly News		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$1,500.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00			
N 16	WAVE	11/01/12	11/05/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$600.00			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
N 17	WAVE	11/01/12	11/02/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$475.00			
N 18	WAVE	11/05/12	11/05/12	Monday Hour 3	Revolution Mon 10-		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 19	WAVE	11/01/12	11/05/12	Late News M-Sat	11-1136pm		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TFS-				3	\$450.00			
Week:		11/05/12	11/11/12	M-----				1	\$450.00			
N 20	WAVE	10/31/12	11/05/12	Tonight Show	1135pm-1237xm		:30			NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$170.00			
Week:		11/05/12	11/11/12	M-----				1	\$170.00			
N 21	WAVE	10/31/12	11/05/12	NBC Early Today	4-430am		:30			NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$20.00			
Week:		11/05/12	11/11/12	M-----				1	\$20.00			
N 22	WAVE	11/01/12	11/05/12	Wave Early Sunrise	430-5x		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$20.00			

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Contract / Revision	Alt Order #
843390 /	6400180

Contract Dates	Product	Estimate #
10/31/12 - 11/05/12	American Crossroads	1325

Advertiser	Original Date / Revision
American Crossroads	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$20.00			
N 23	WAVE	10/31/12	10/31/12	Wednesday Hour 2	L&O SVU Wed 9-1		:30			NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$925.00			
N 24	WAVE	10/31/12	10/31/12	Wednesday Hour 3	Chicago Fire Wed		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$775.00			
N 25	WAVE	11/01/12	11/01/12	Thursday Hour 3	Rock Center Thur		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$800.00			
N 26	WAVE	11/02/12	11/02/12	Friday Hour 3	Dateline Fri 10-11p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$750.00			
N 27	WAVE	11/03/12	11/03/12	WAVE Saturday Sunrise 5am	5-6am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$75.00			
N 28	WAVE	11/03/12	11/03/12	WAVE Saturday Sunrise 6am	6-7am		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$125.00			
N 29	WAVE	11/03/12	11/03/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$325.00			
N 30	WAVE	11/03/12	11/03/12	SEC FOOTBALL	SEC FB Sat 1230-		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$400.00			
N 31	WAVE	11/03/12	11/03/12	WAVE Country	7p-730p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$200.00			
N 32	WAVE	11/03/12	11/03/12	Live From 725	730-8pm		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$125.00			
N 33	WAVE	11/03/12	11/03/12	Saturday Night Live	1130pm-101xm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00			
N 34	WAVE	11/04/12	11/04/12	WAVE Sunday Sunrise 6a	6-7am		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$90.00			
N 35	WAVE	11/04/12	11/04/12	WAVE Sunday Sunrise 7a	7-8am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$150.00			
N 36	WAVE	11/04/12	11/04/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$425.00			
N 37	WAVE	11/04/12	11/04/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$450.00			
N 38	WAVE	11/04/12	11/04/12	Late News Following NFL	Late News Followir		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$375.00			

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843390 /		6400180
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/12 - 11/05/12	Amercian Crossroads	1325
<u>Advertiser</u>		<u>Original Date / Revision</u>
American Crossroads		10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Totals											92	\$31,590.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	92	\$31,590.00	\$26,851.50
Totals	92	\$31,590.00	\$26,851.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads
1401 New York Avenue Suite 1200
Washington, DC 20005
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/22/12 Steph Mung
Date Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Nina Ballinger
Signature

Nina Ballinger
Printed Name

NSA
Title